

FIGURE 1

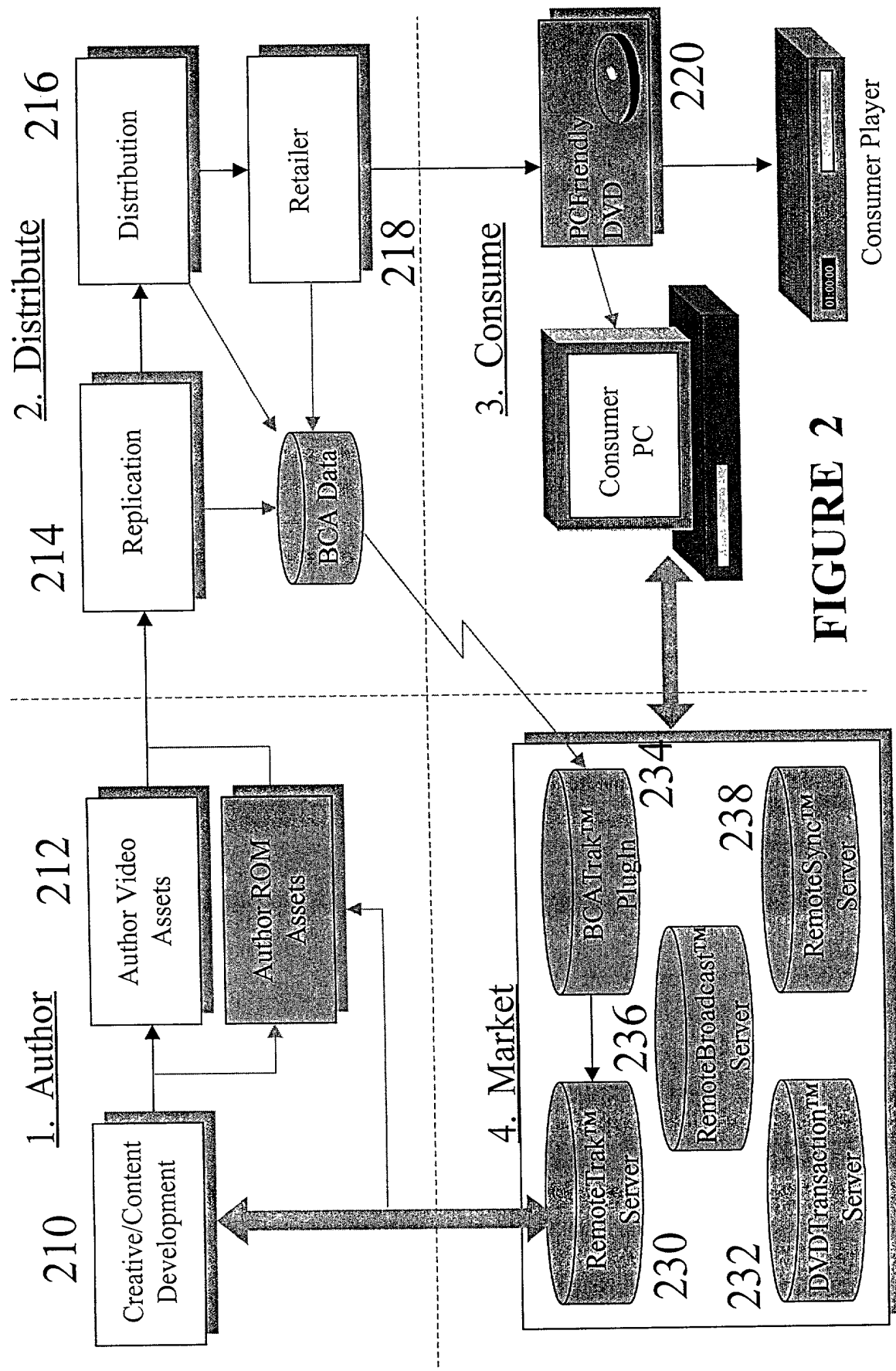


FIGURE 2

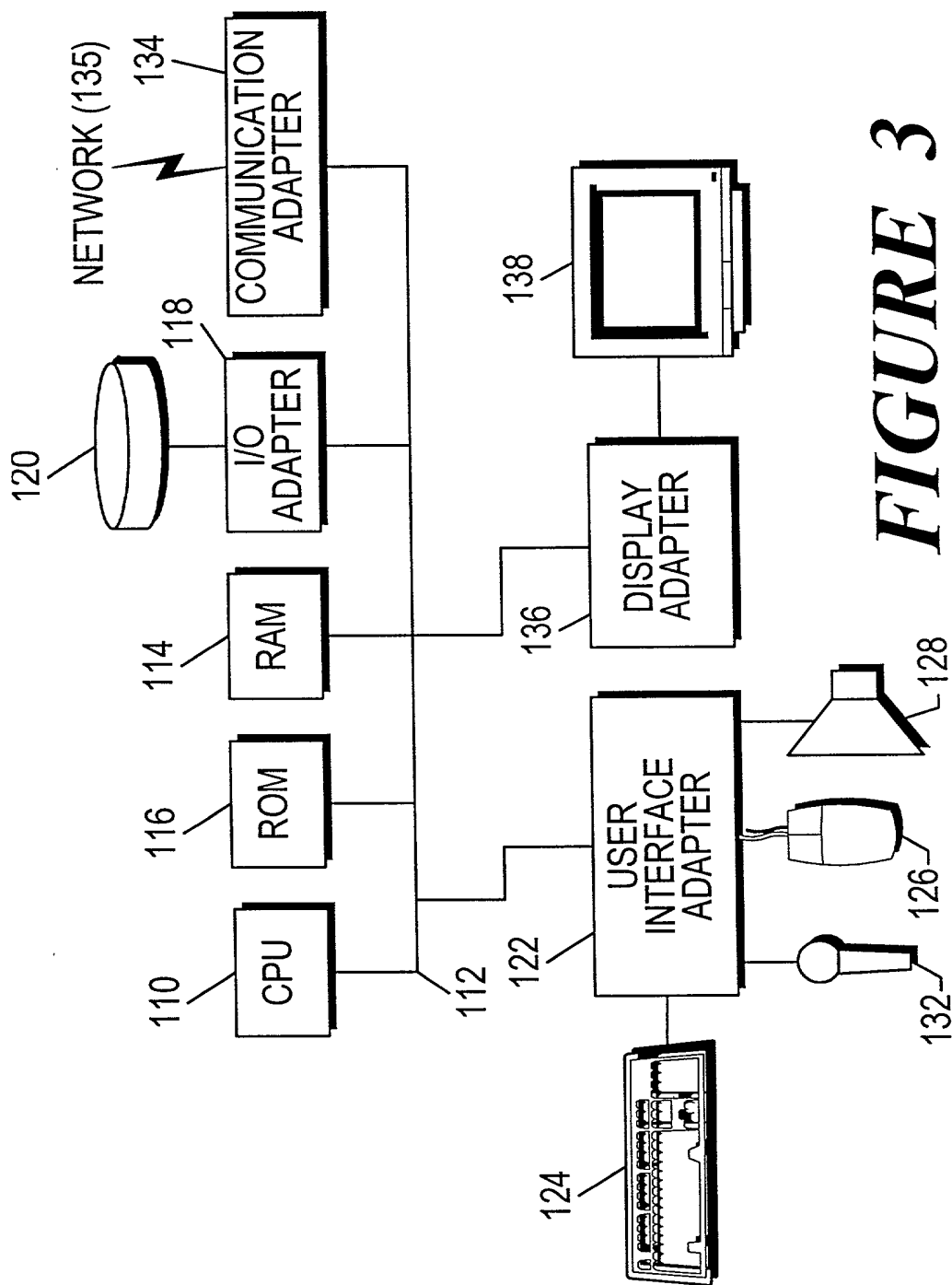


FIGURE 3

## DVD Life Cycle (pre-InterActual)

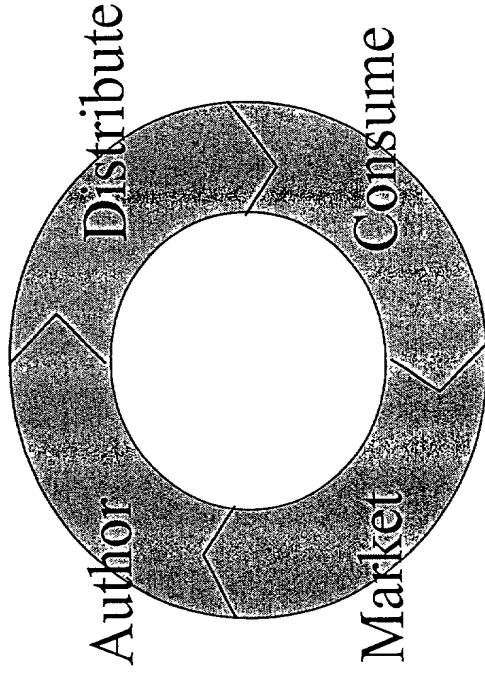


### Overview:

- 1) Very similar life cycle to video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TVs.
- 2) Linear life cycle: No further contact with consumer.

**FIGURE 4**

## DVD Life Cycle (w/InterActual's Software)



### Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one
- 3) Internet can be used to deliver new content.

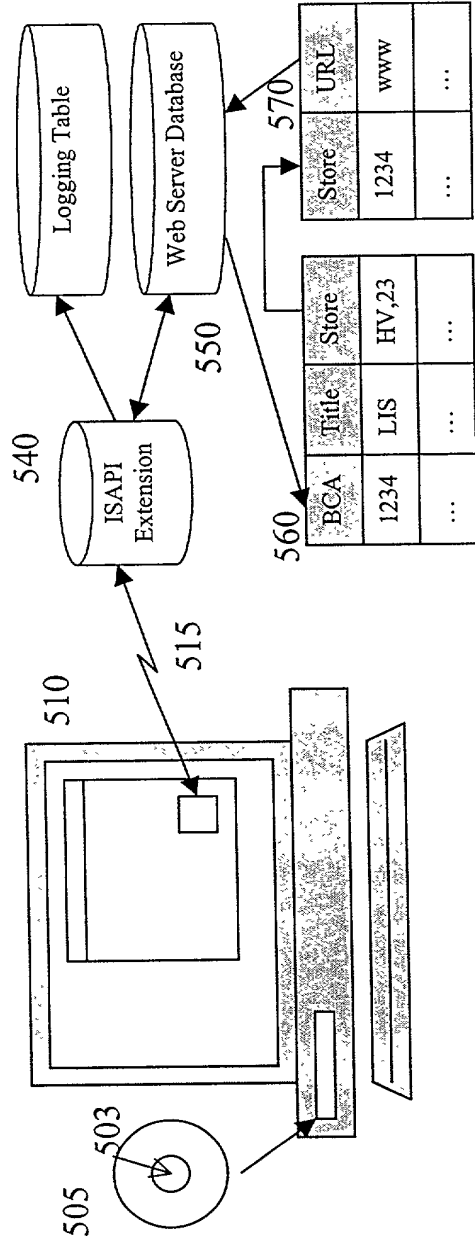


FIGURE 5

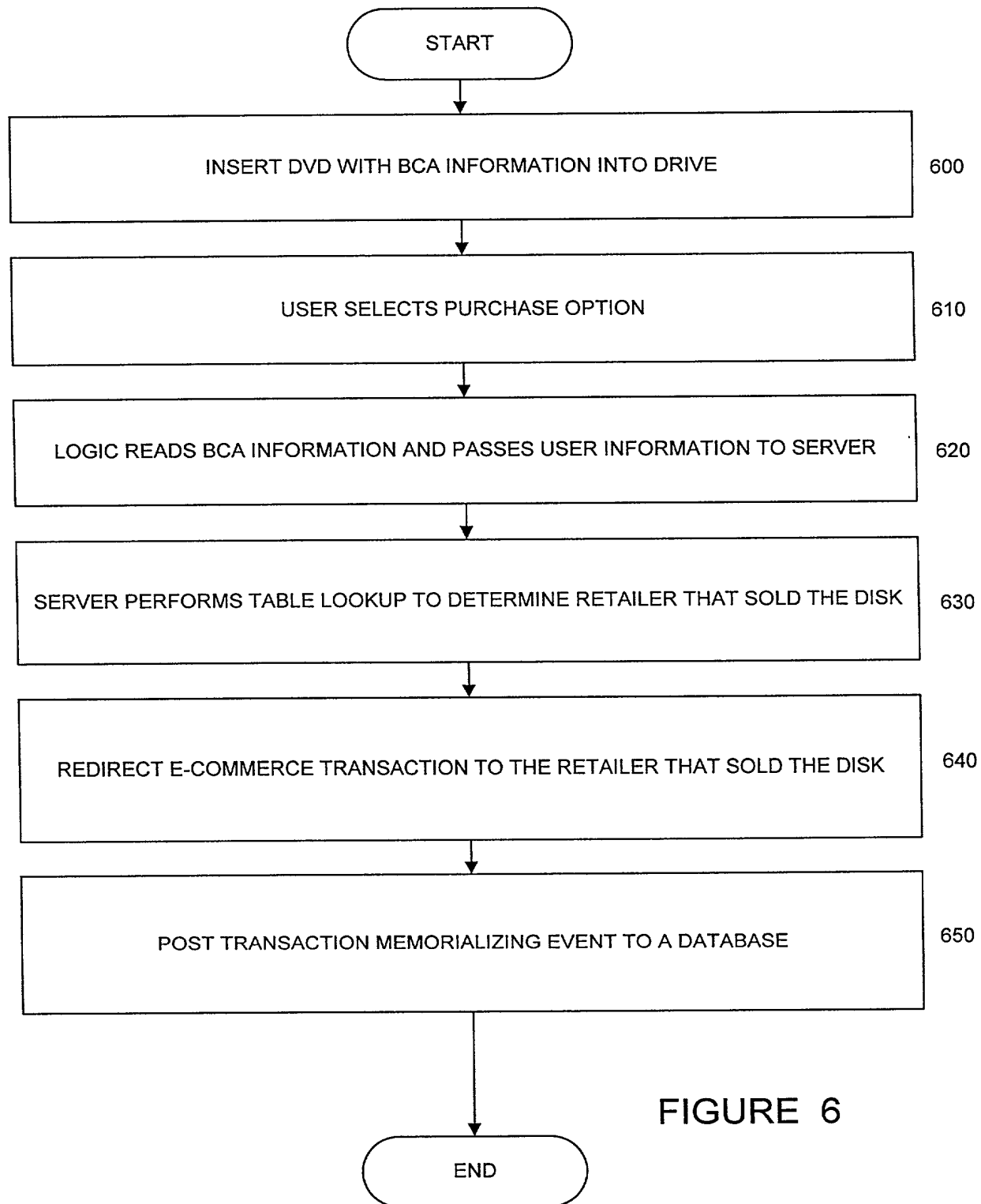


FIGURE 6

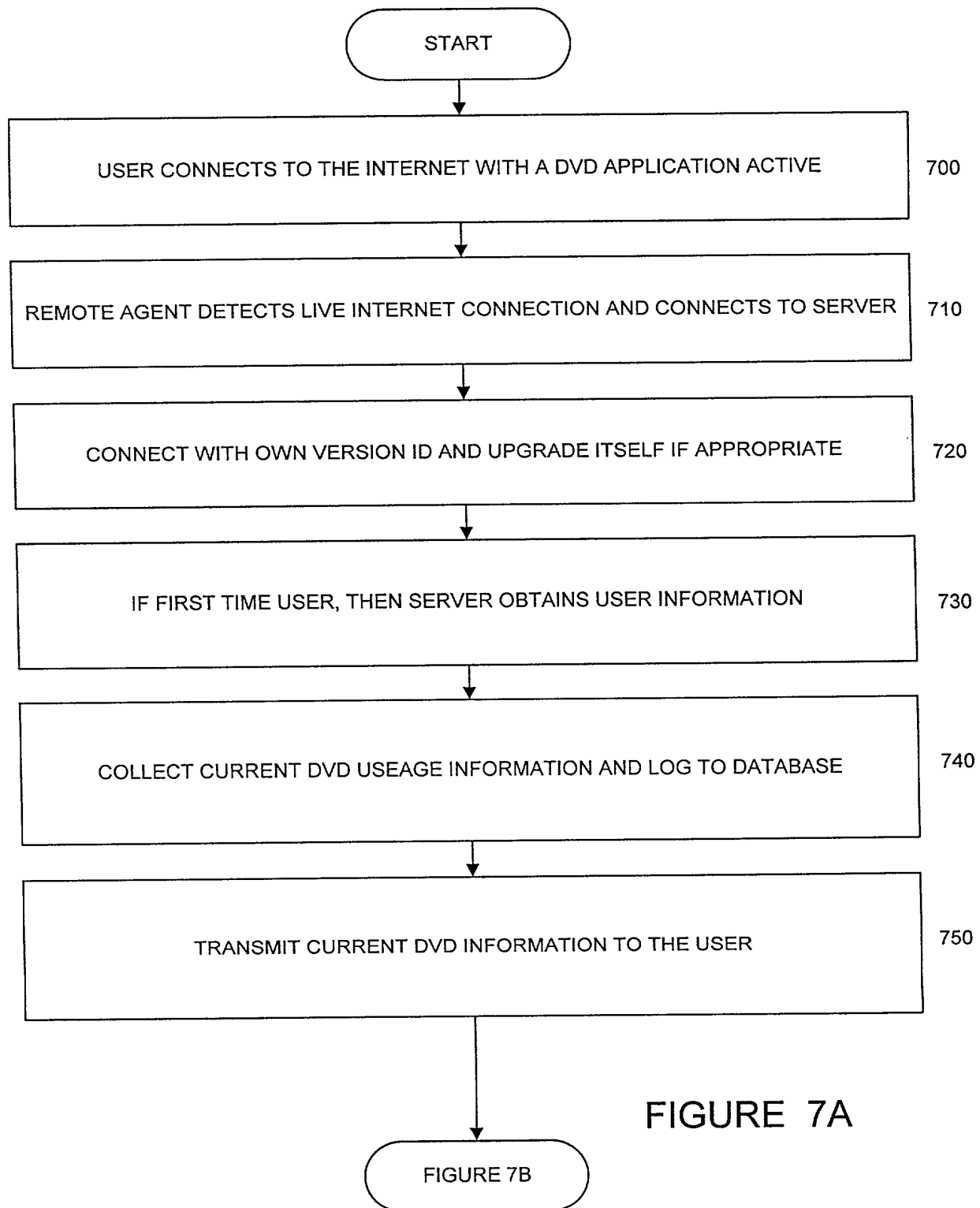


FIGURE 7A

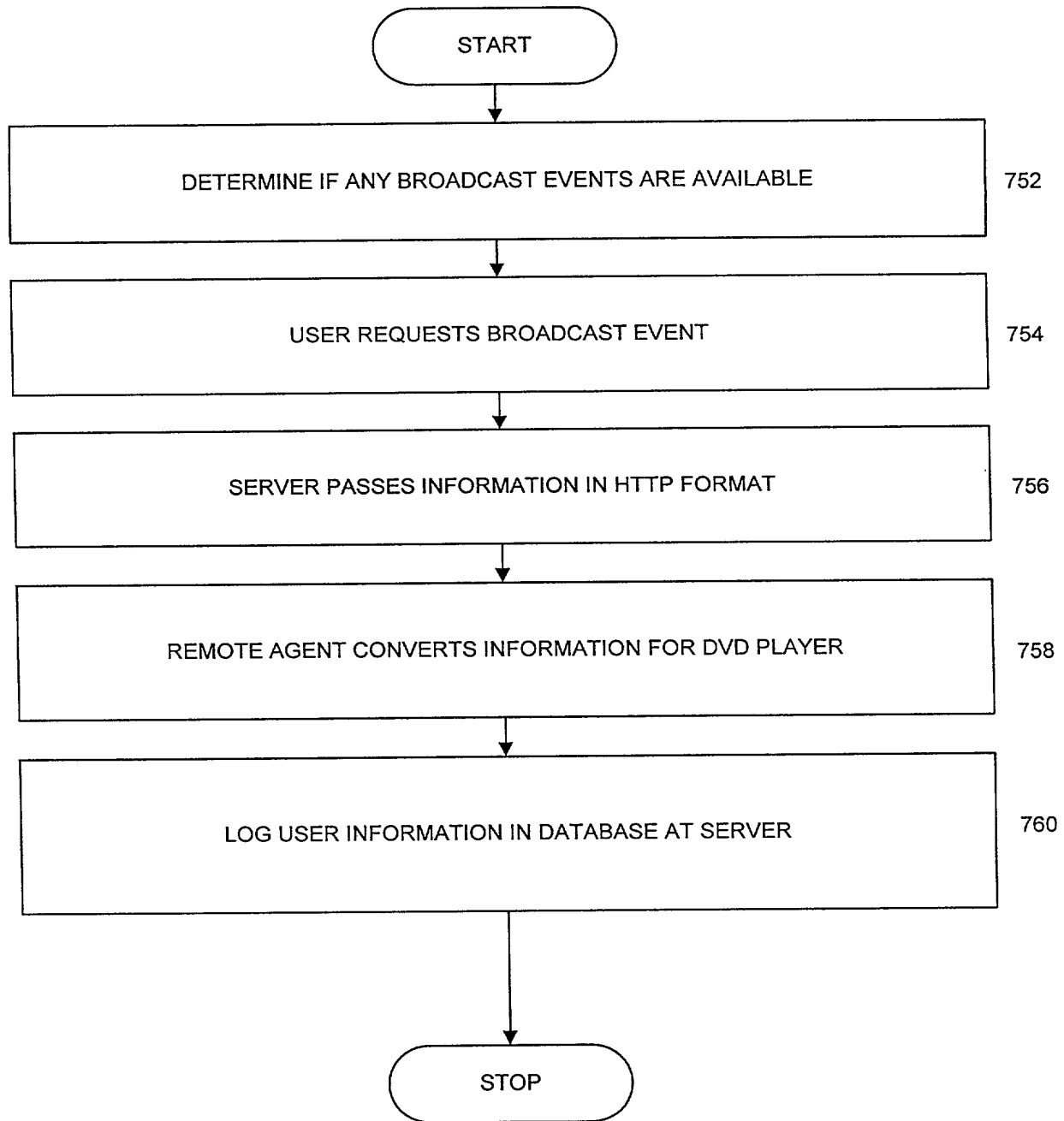


FIGURE 7B



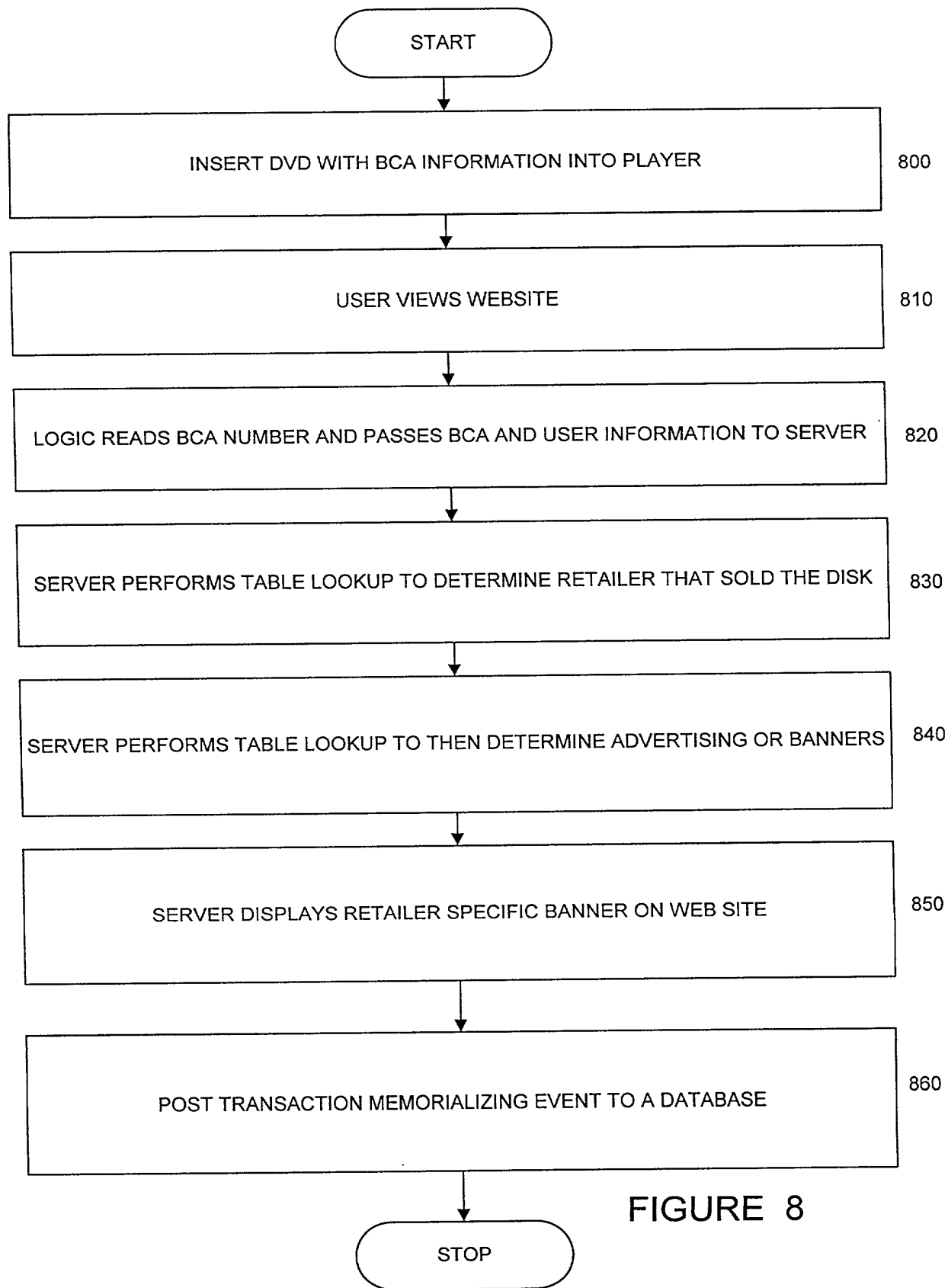


FIGURE 8

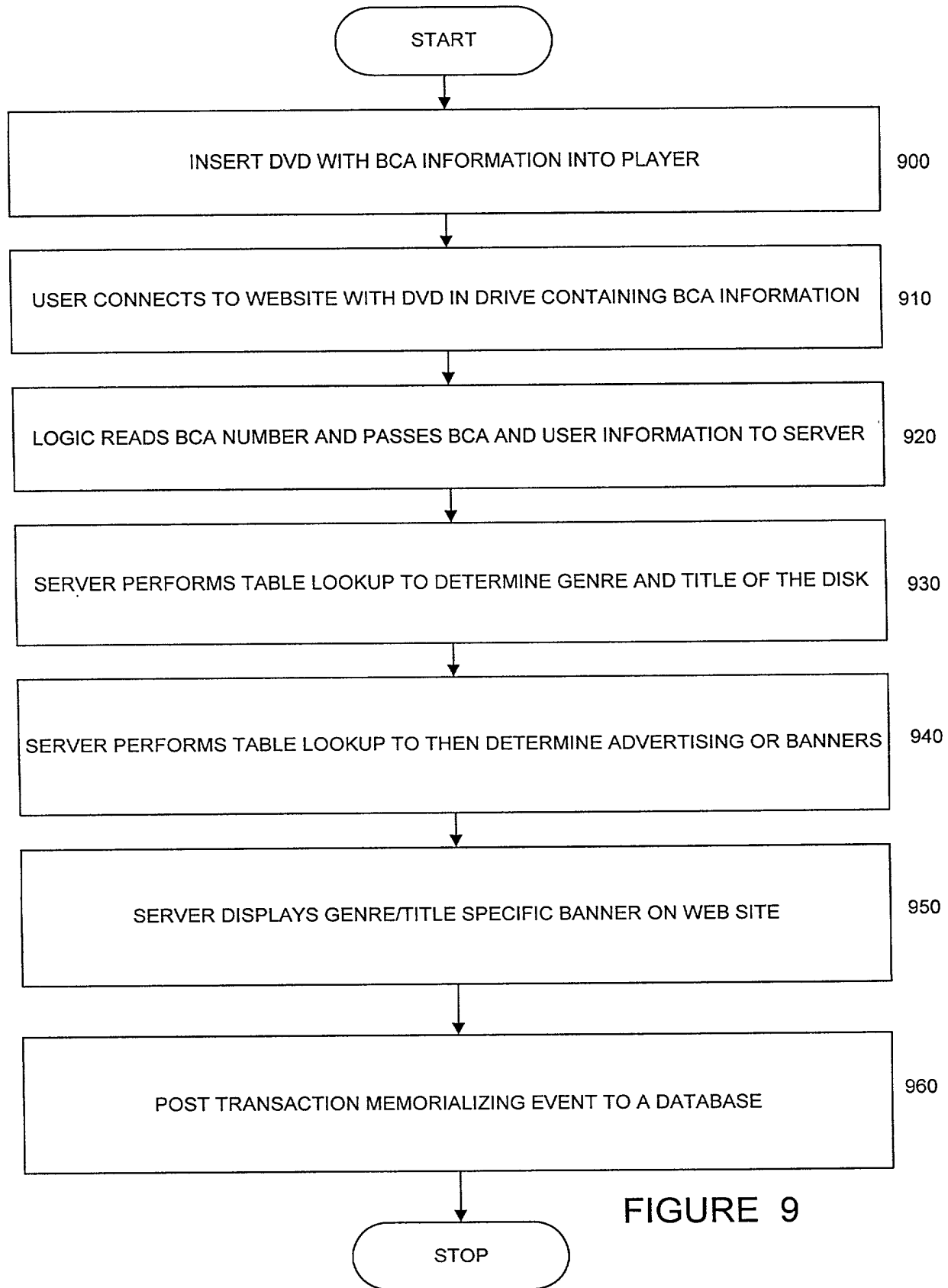


FIGURE 9

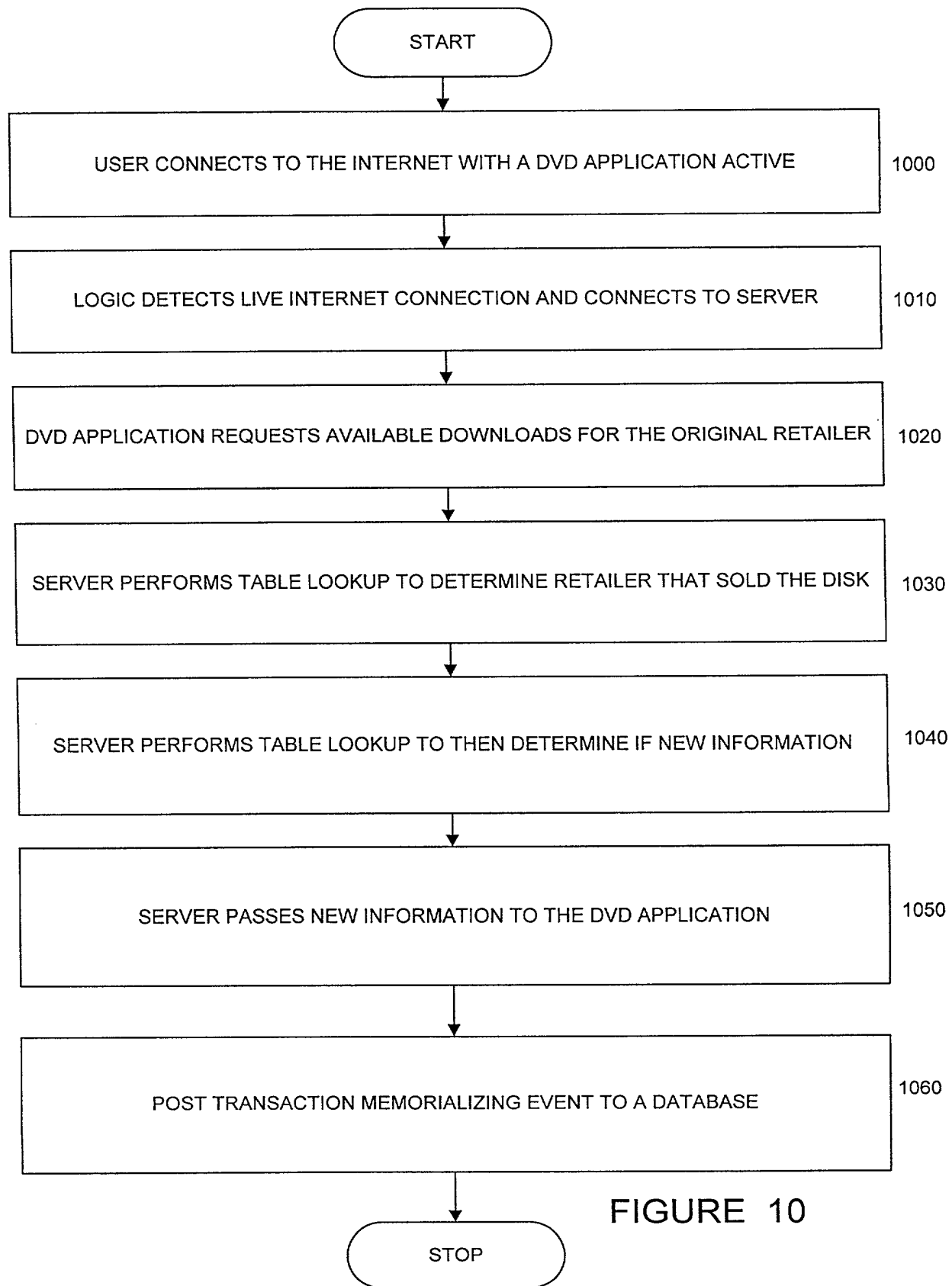


FIGURE 10

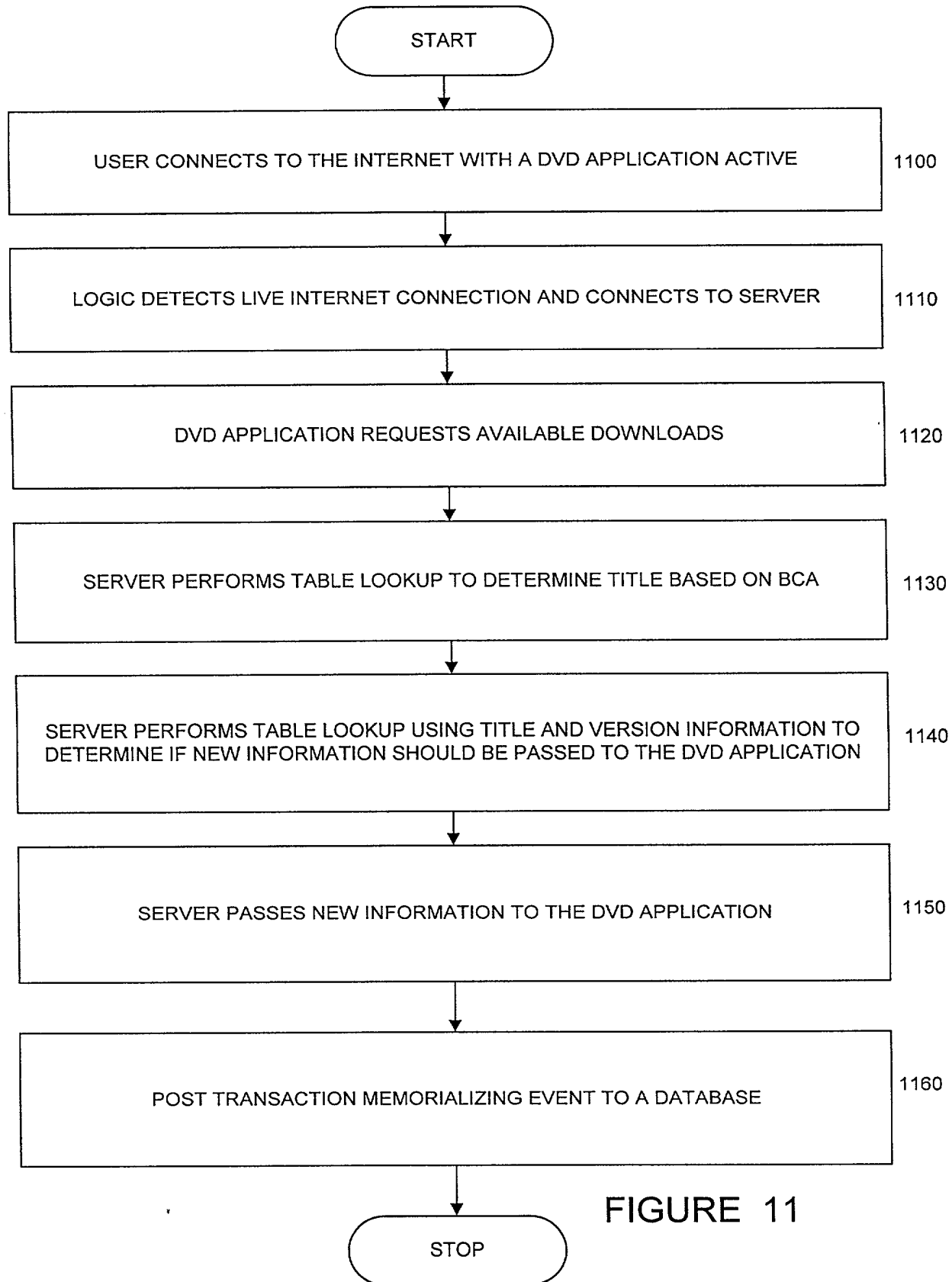


FIGURE 11

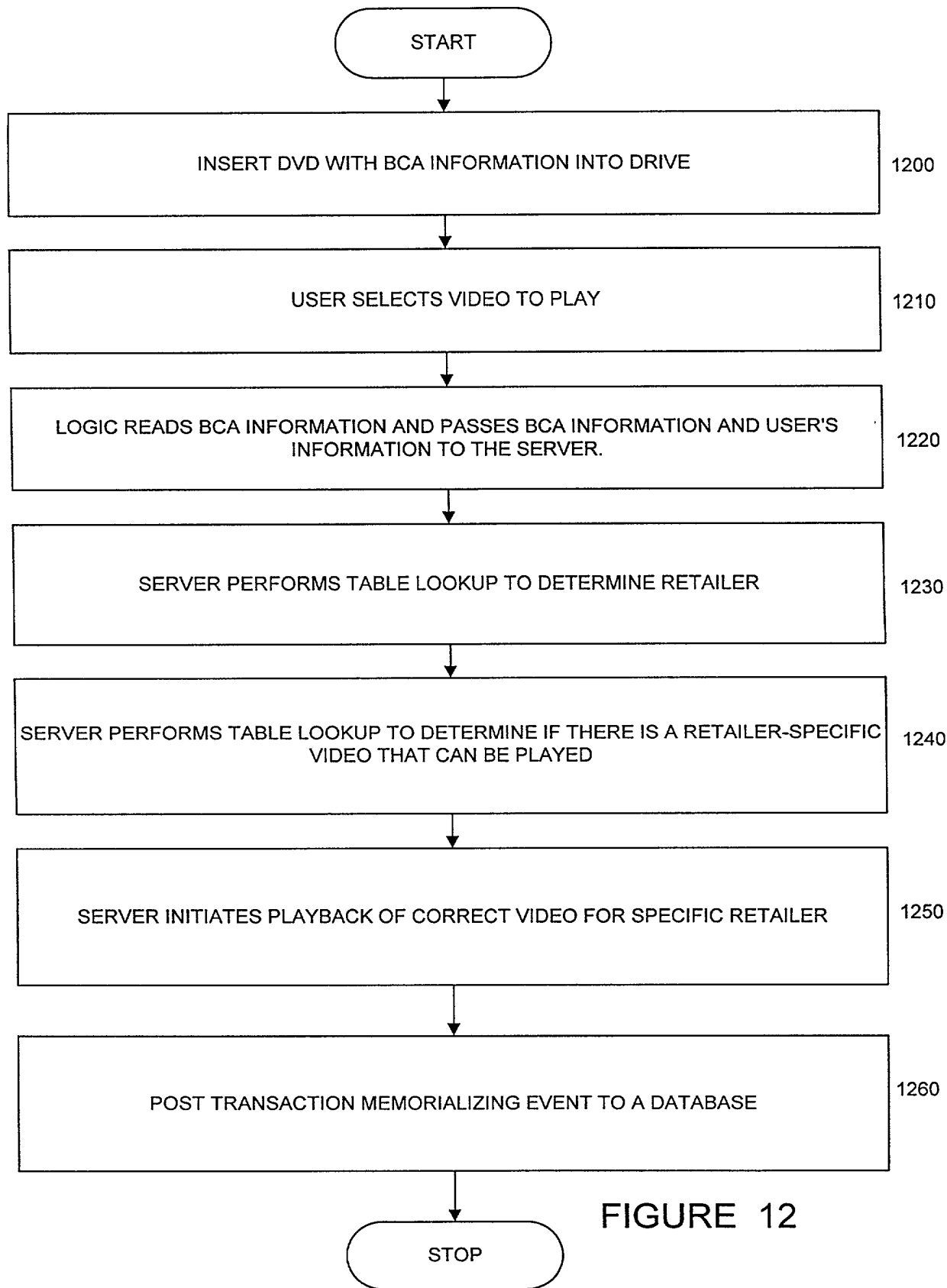


FIGURE 12

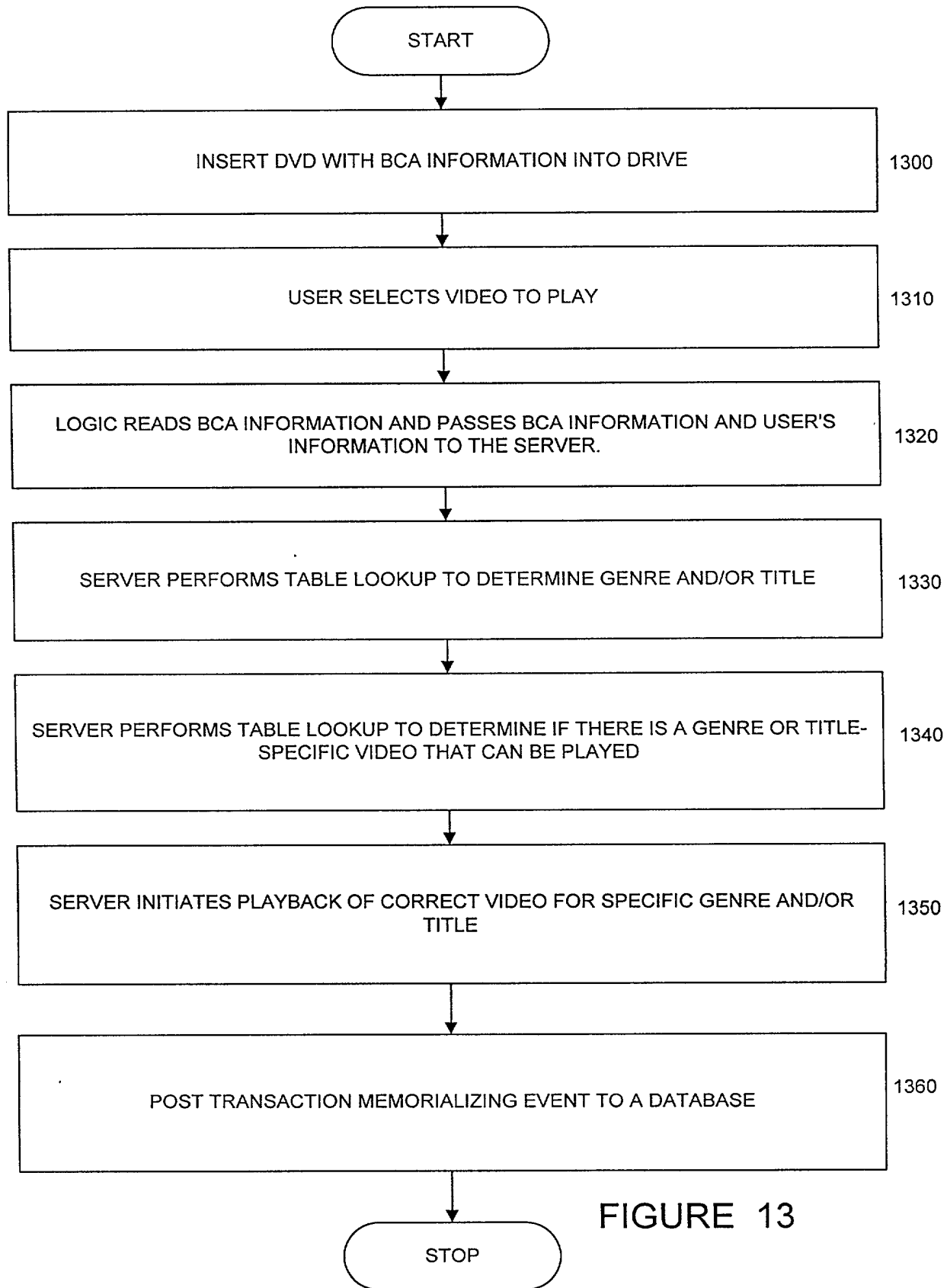


FIGURE 13

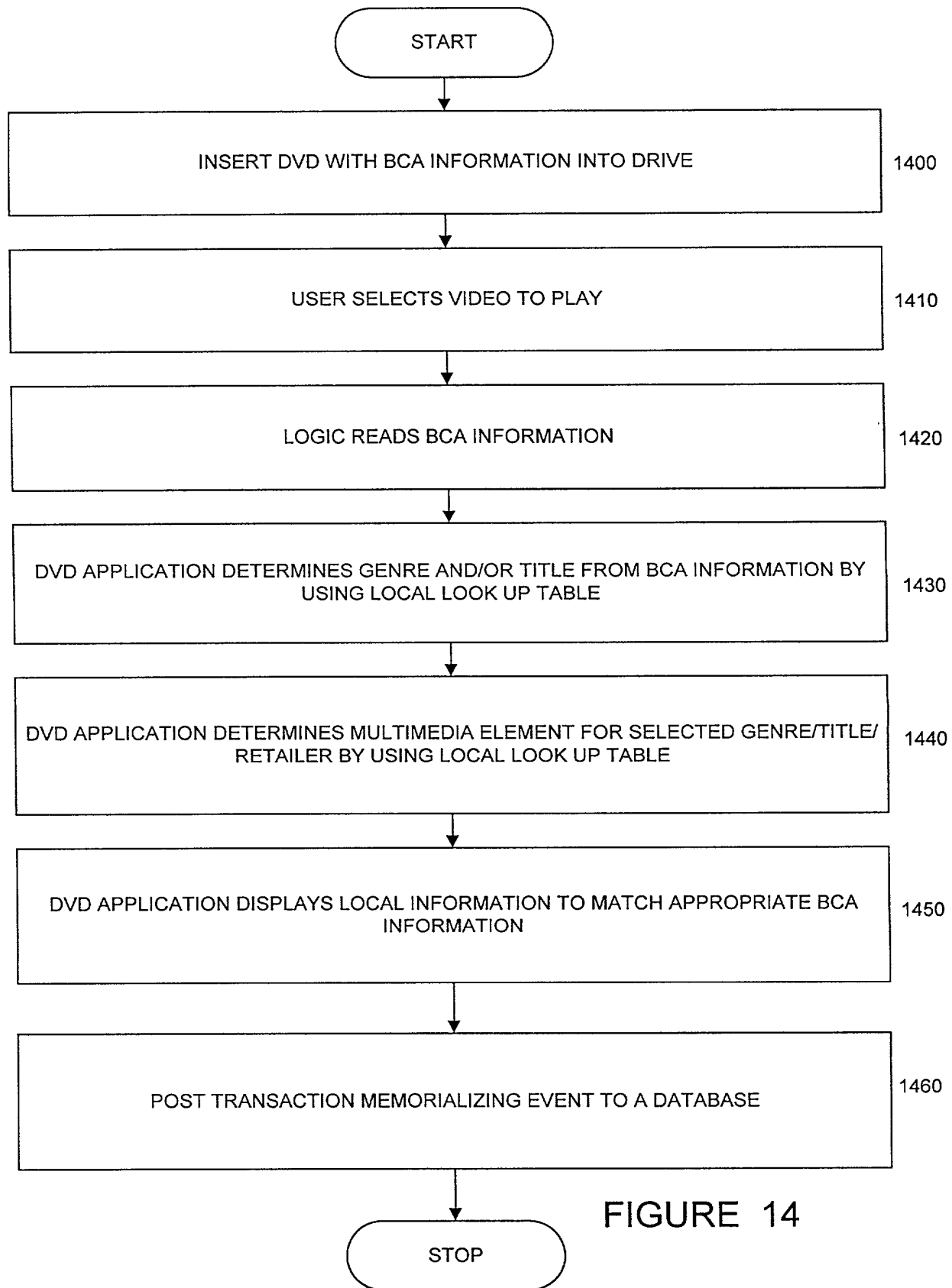


FIGURE 14

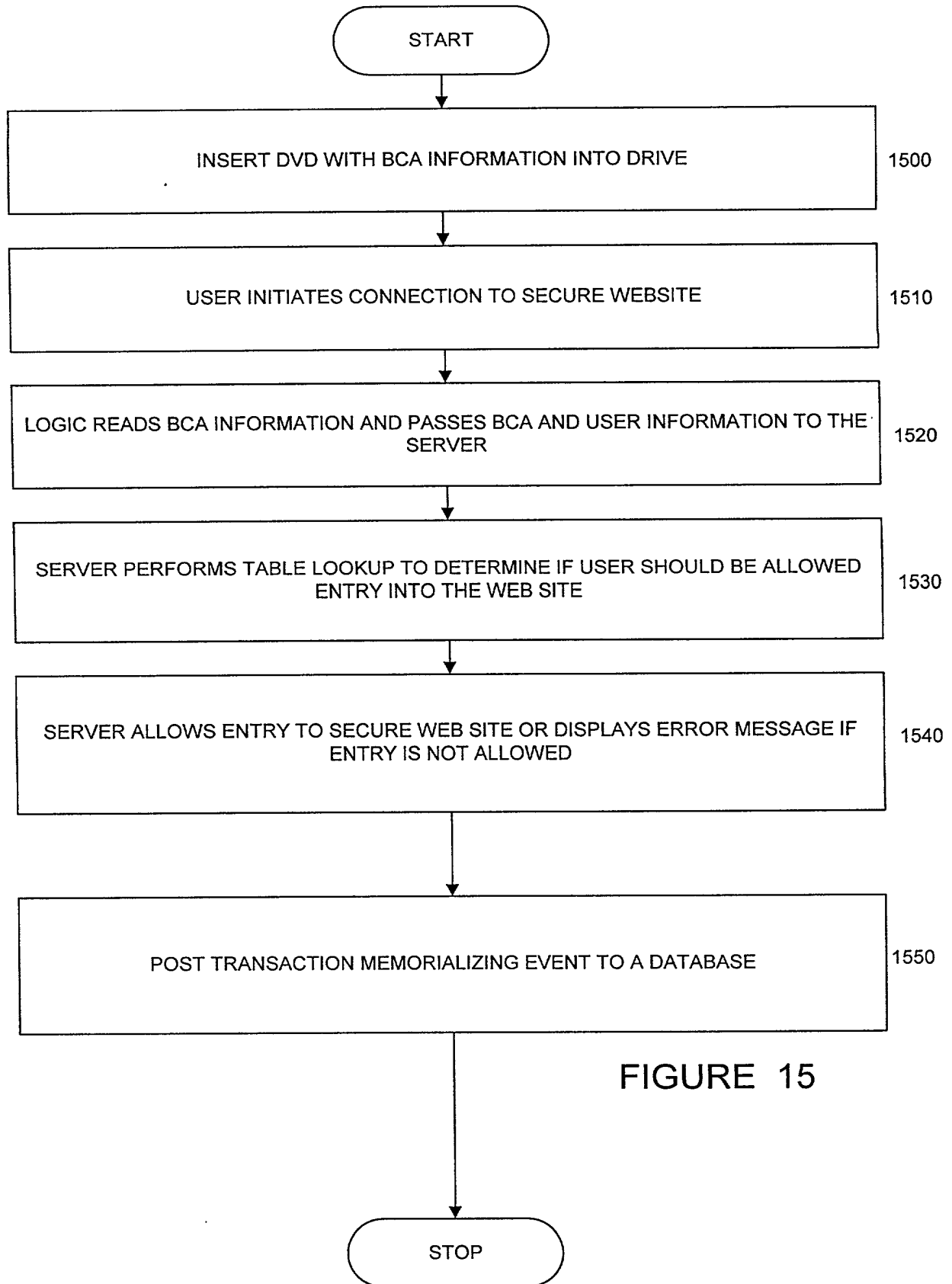


FIGURE 15



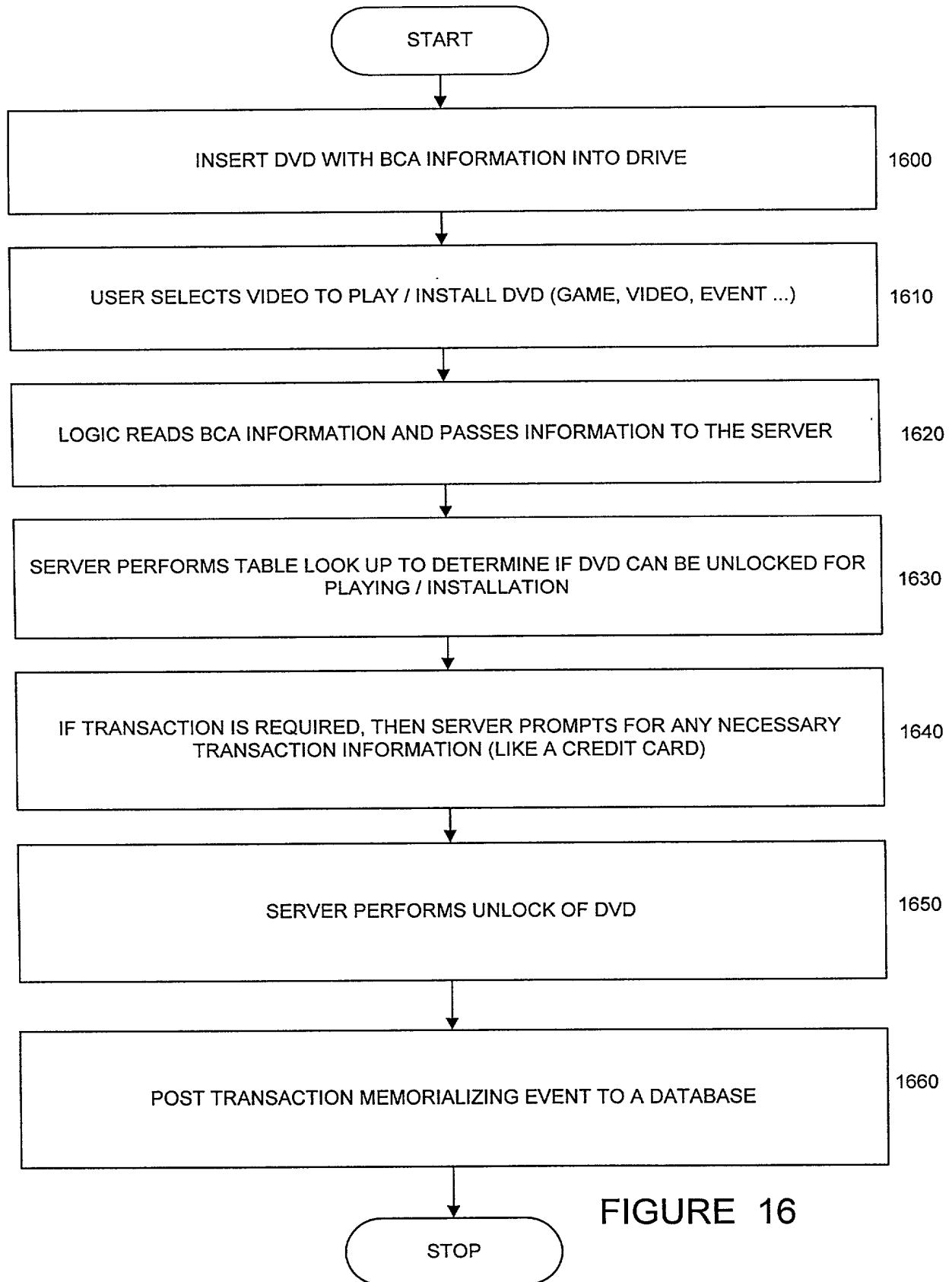


FIGURE 16

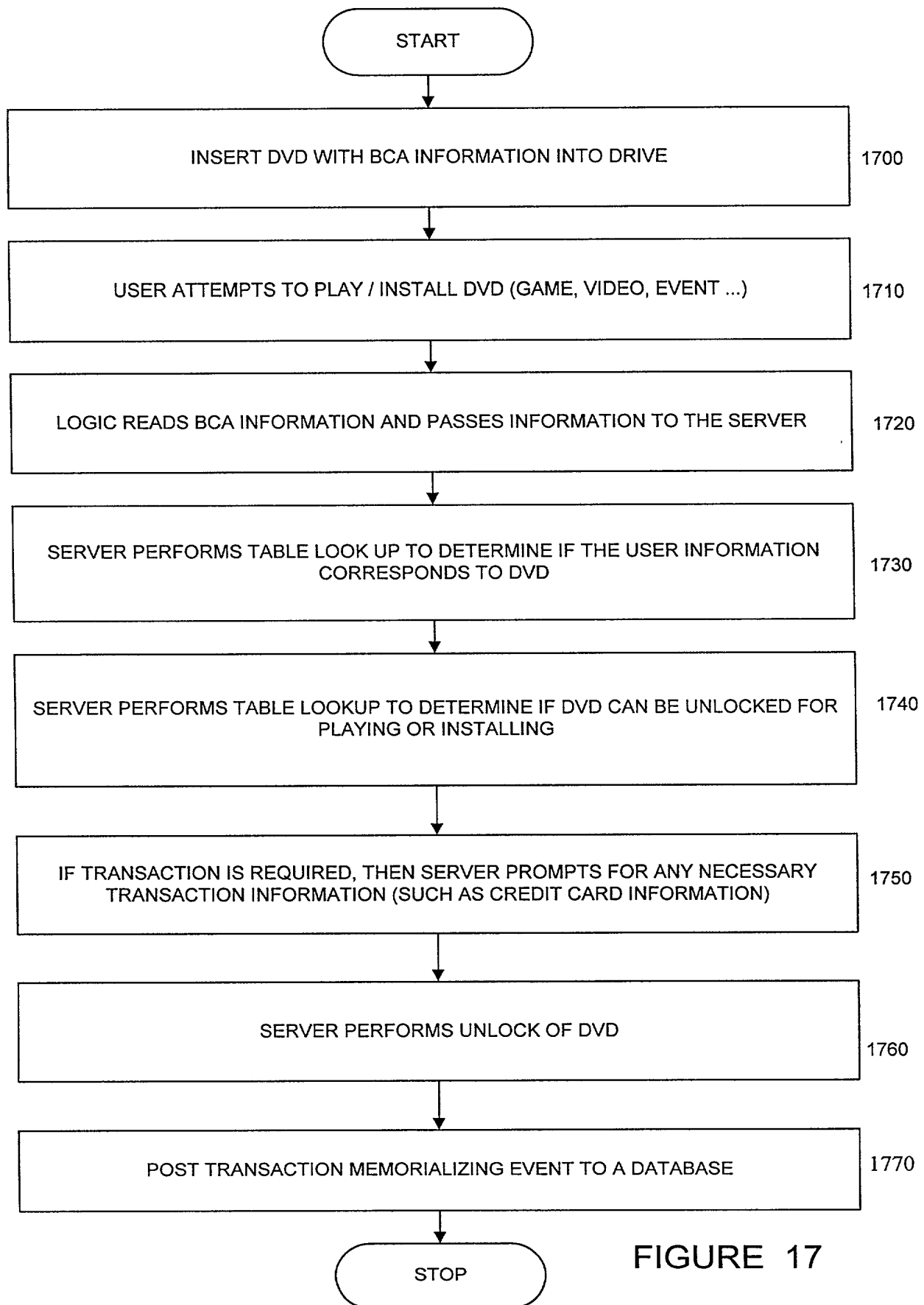


FIGURE 17

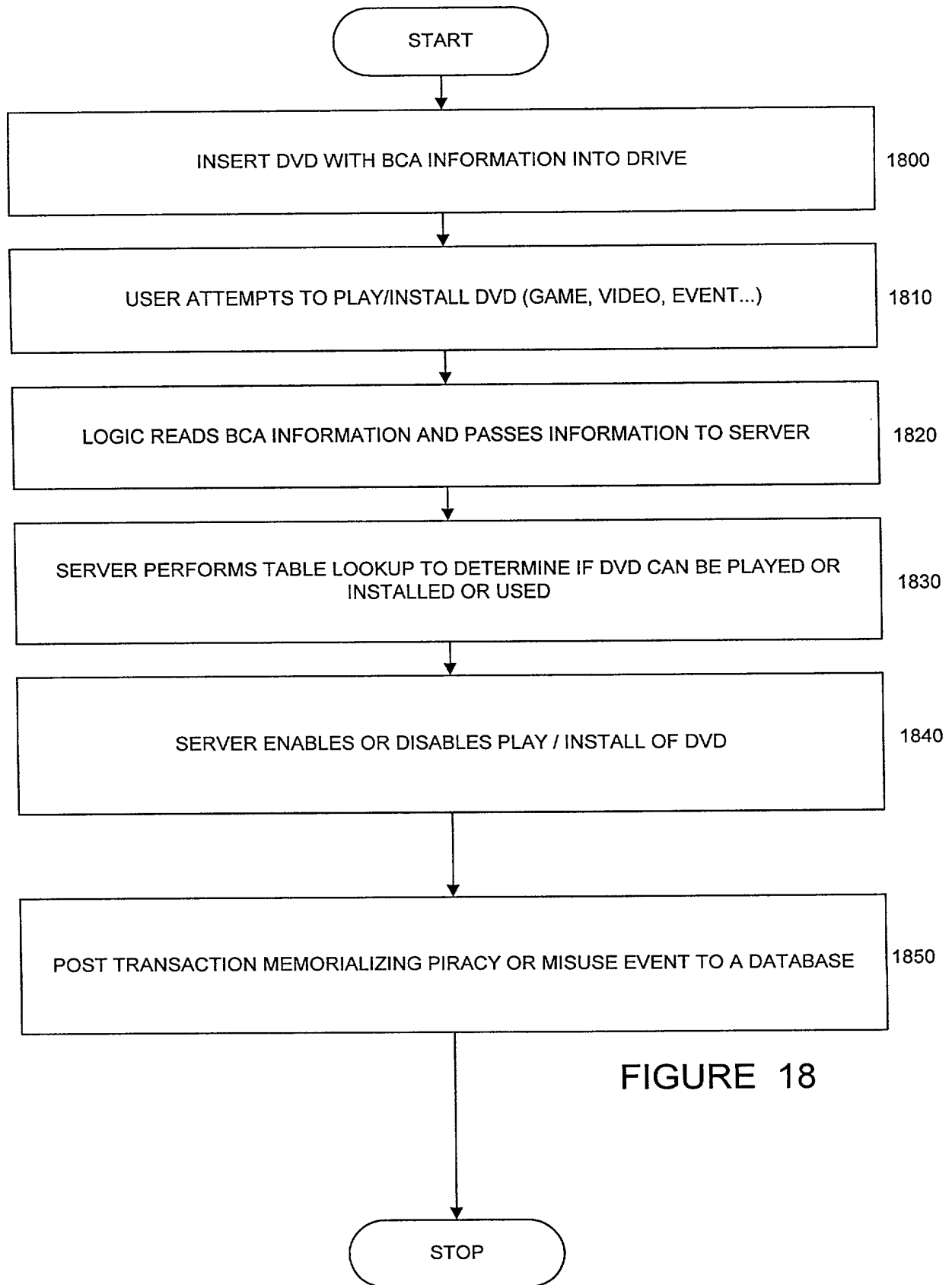


FIGURE 18

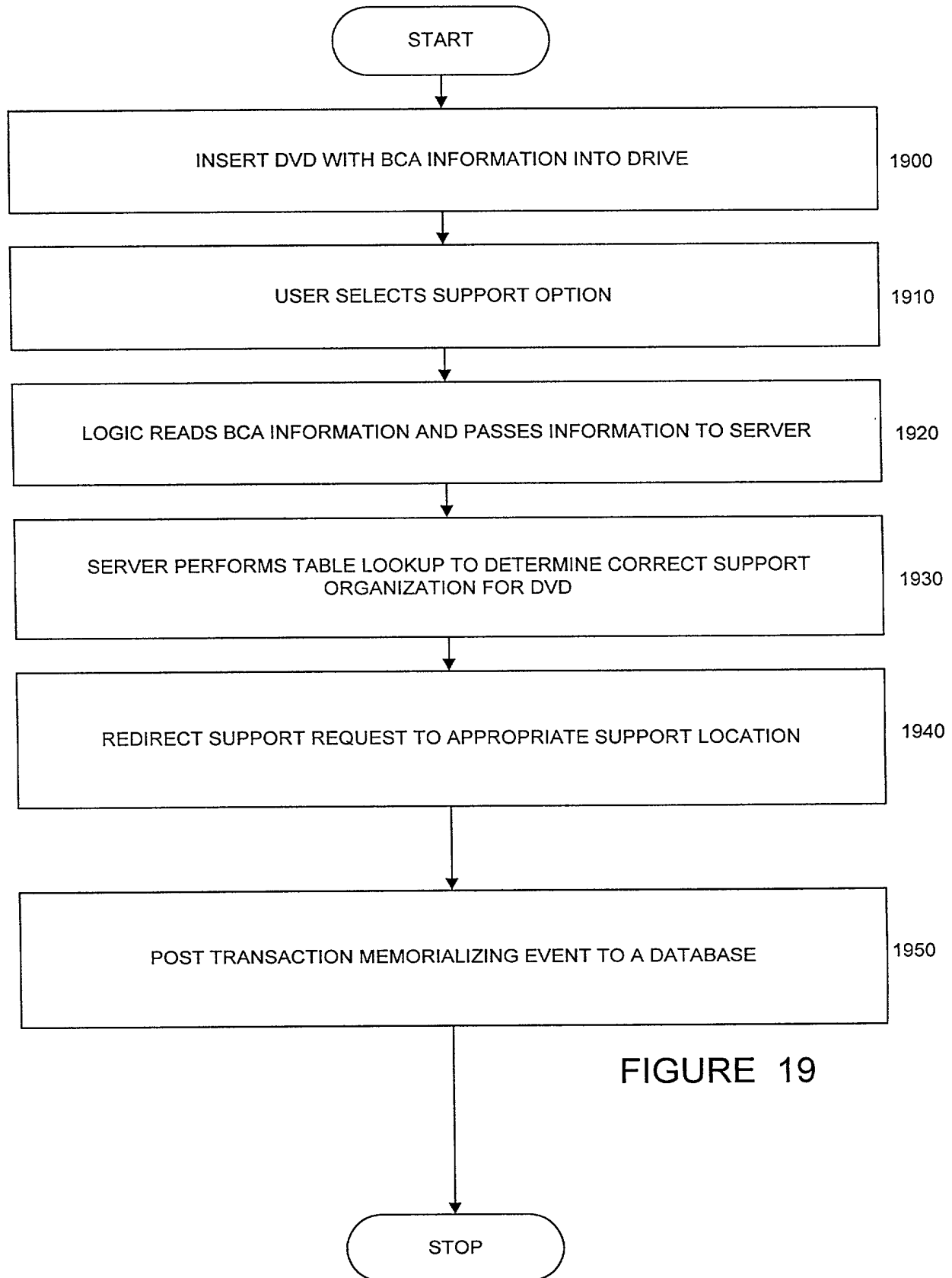


FIGURE 19

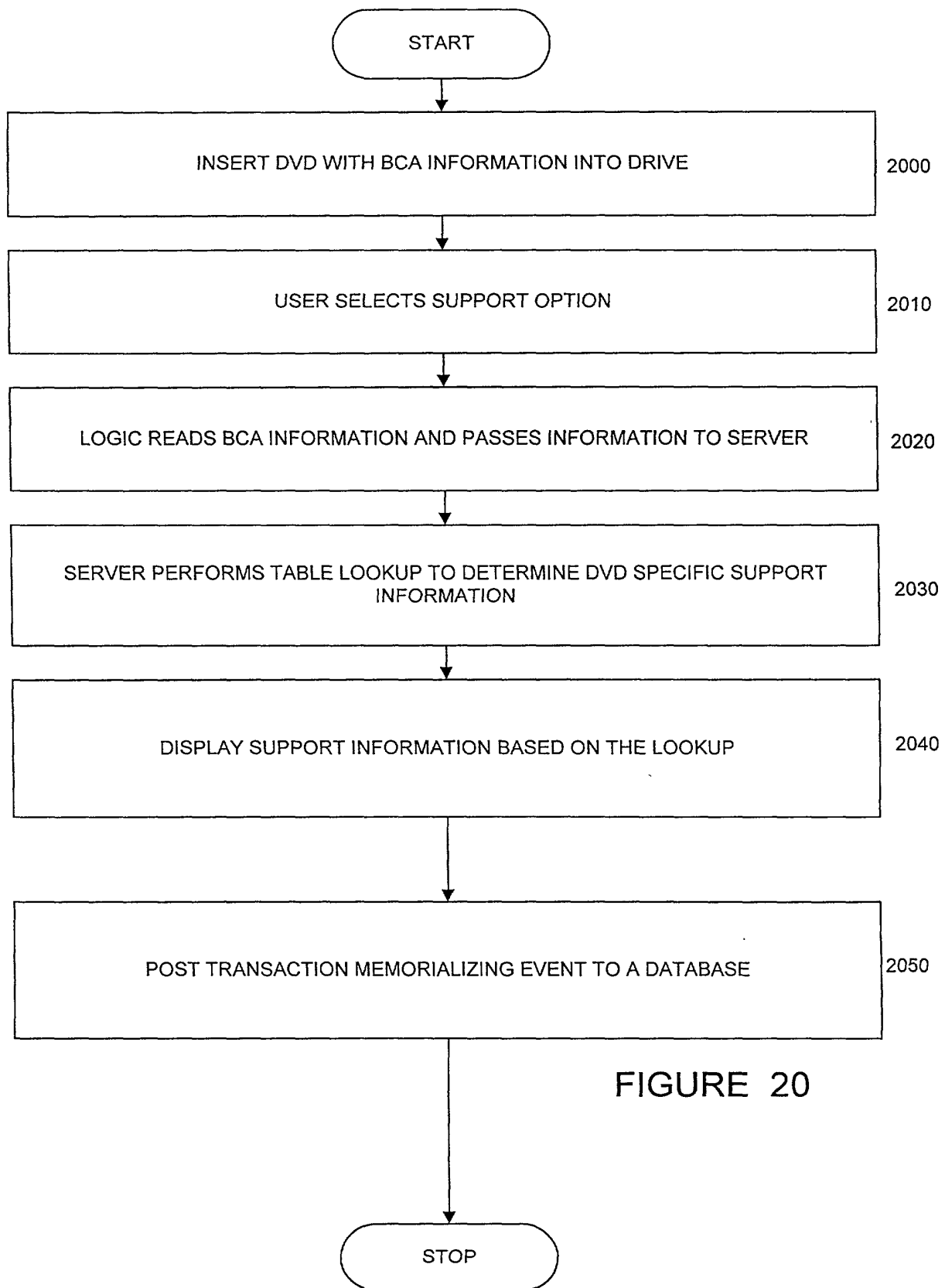


FIGURE 20

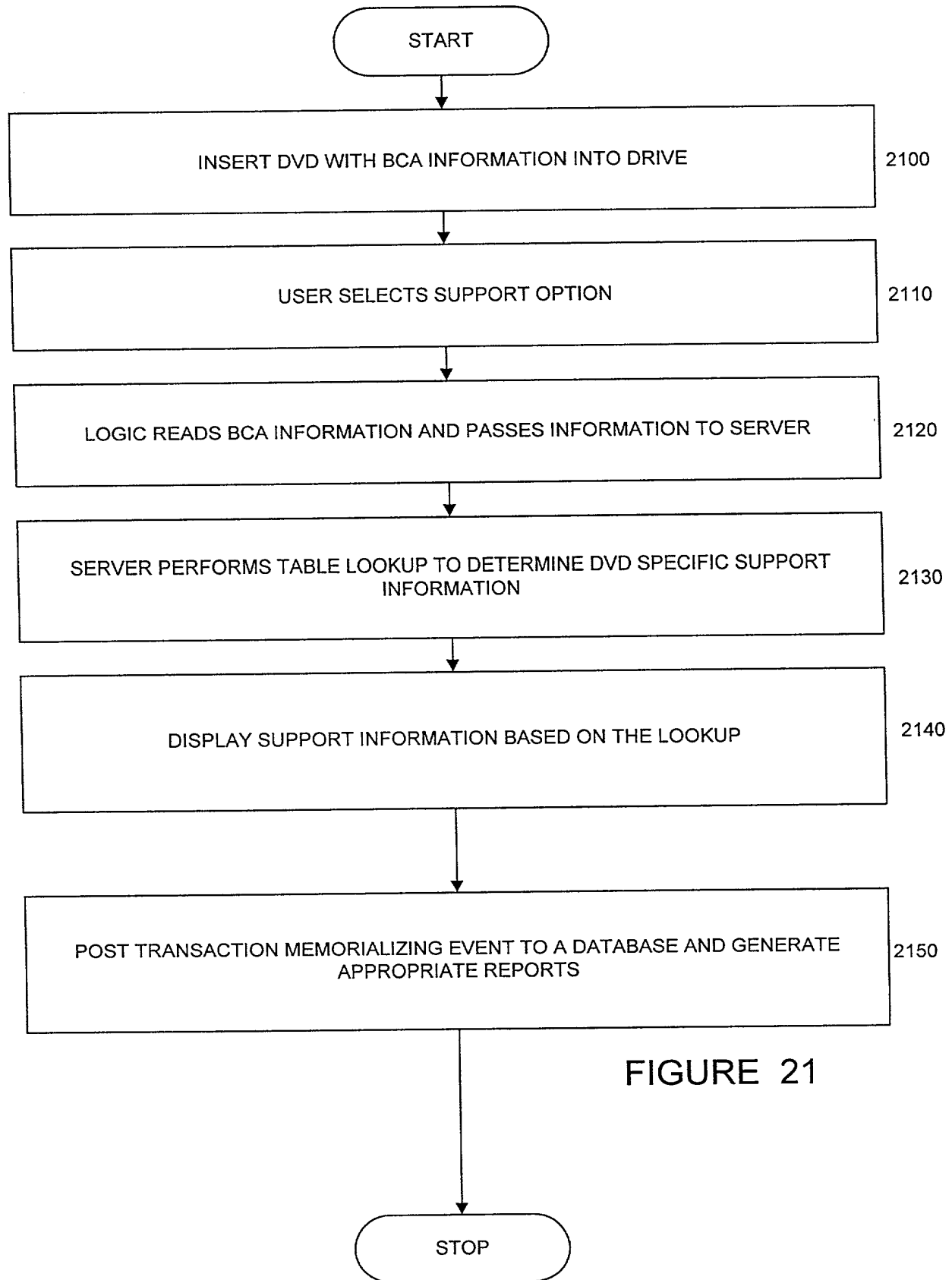


FIGURE 21

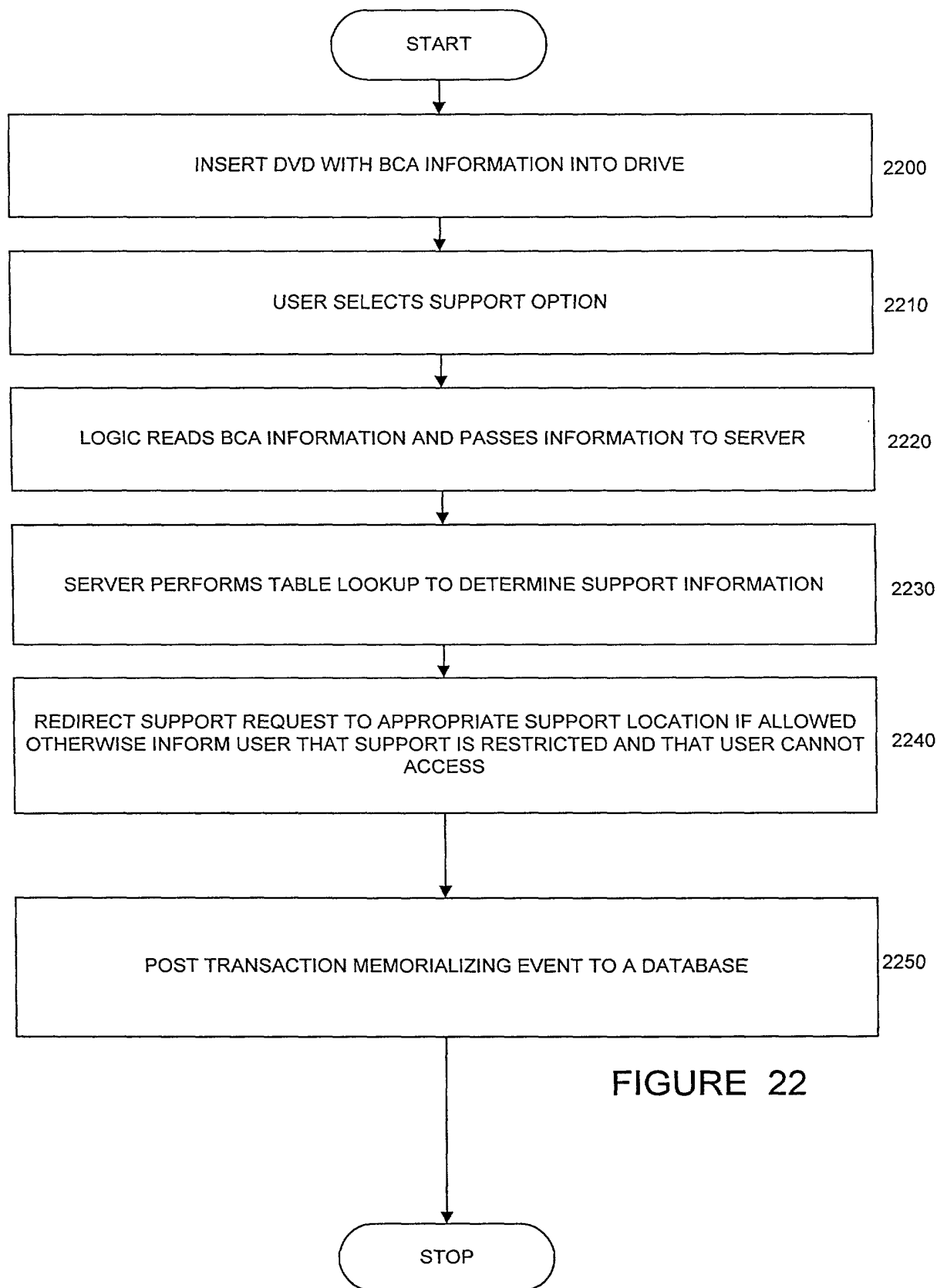


FIGURE 22

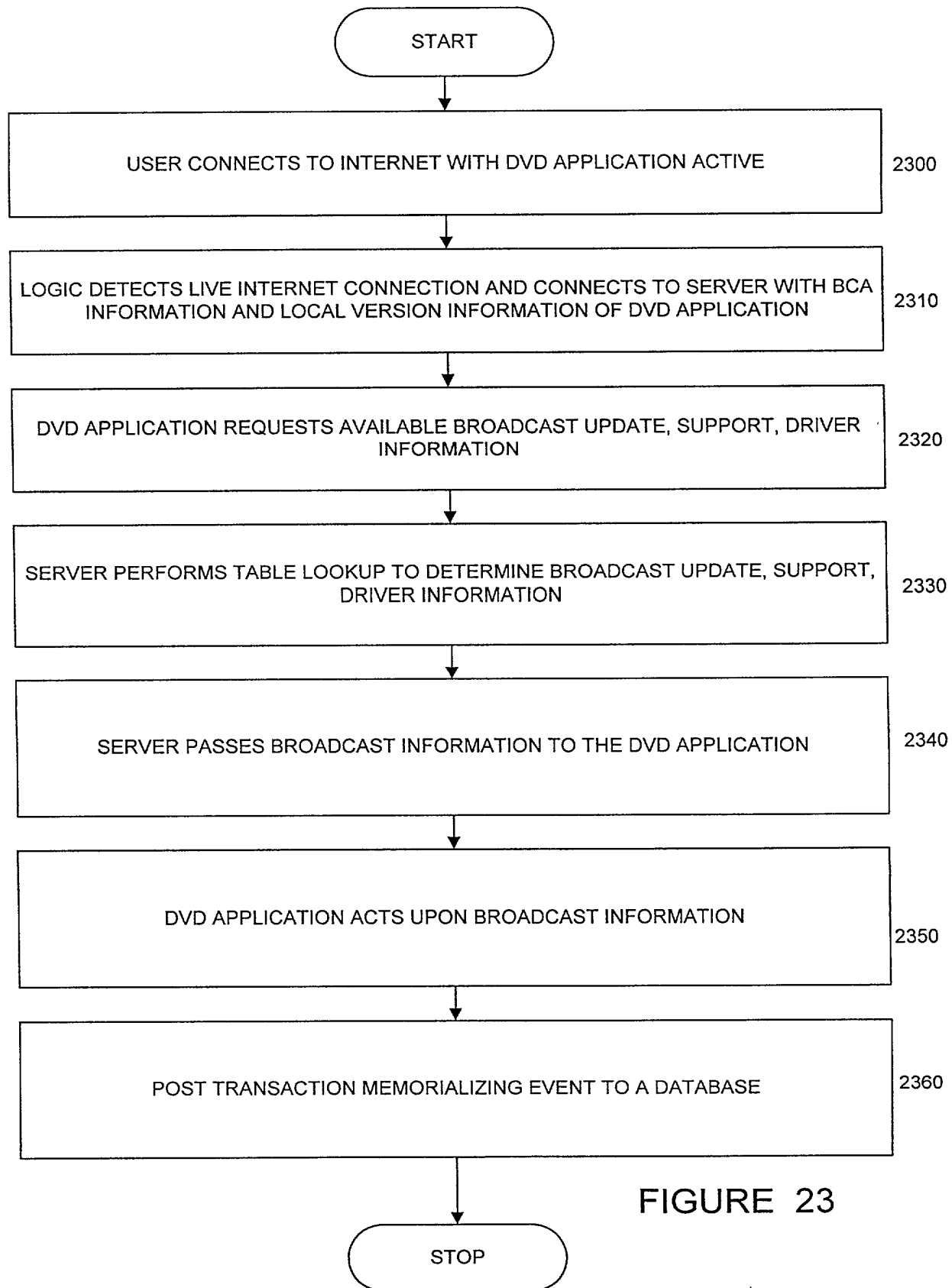


FIGURE 23



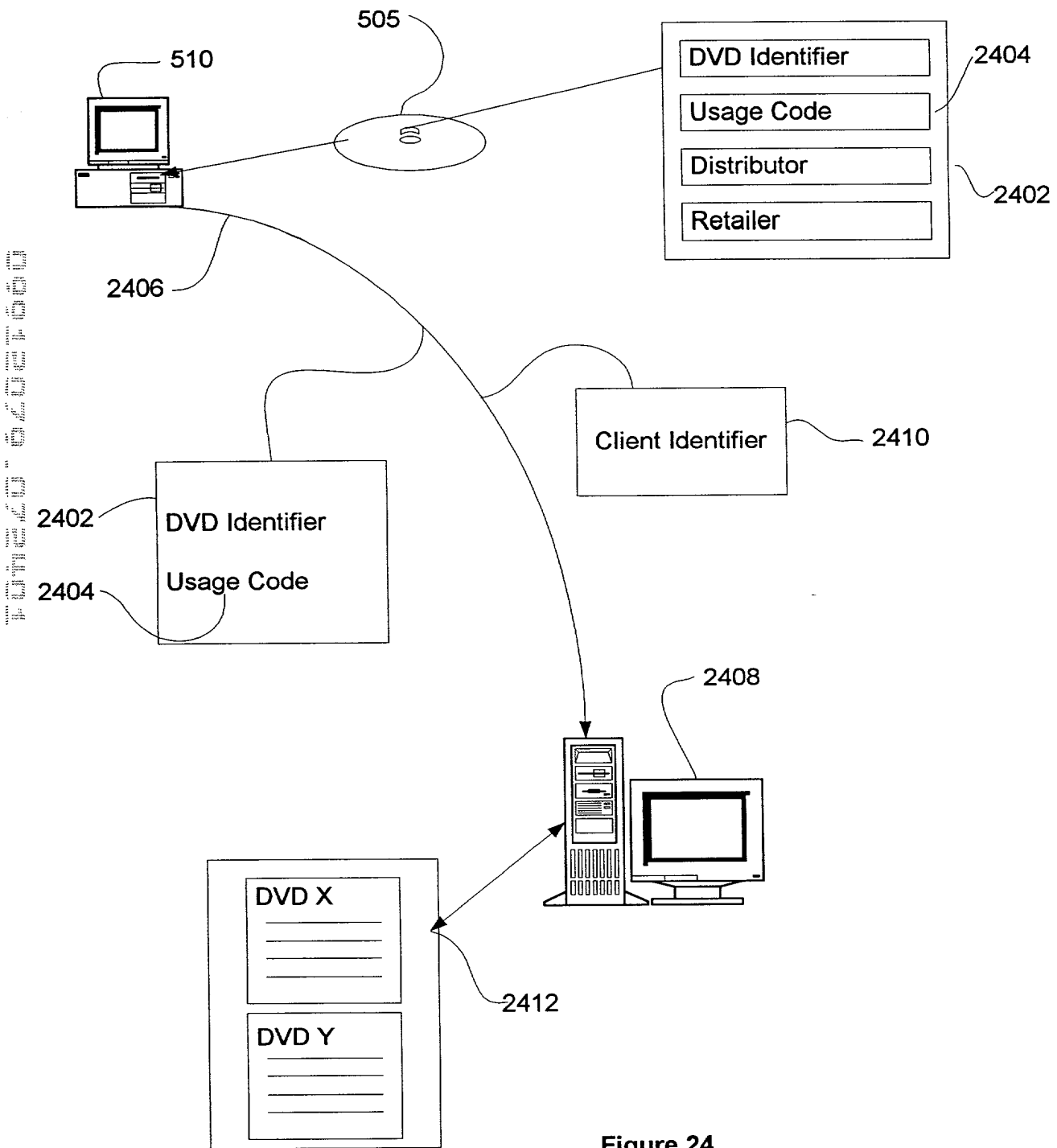


Figure 24

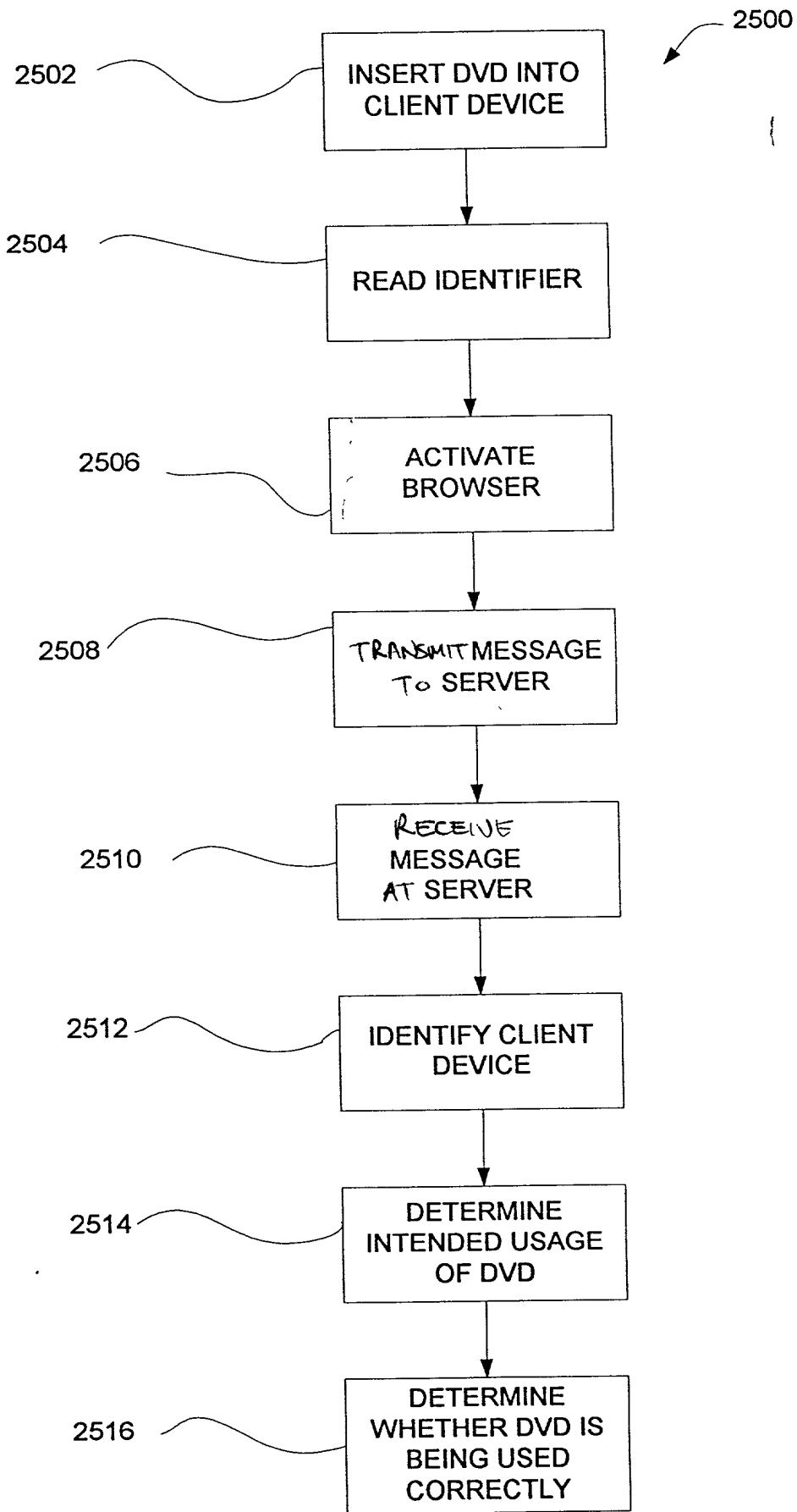


Figure 25

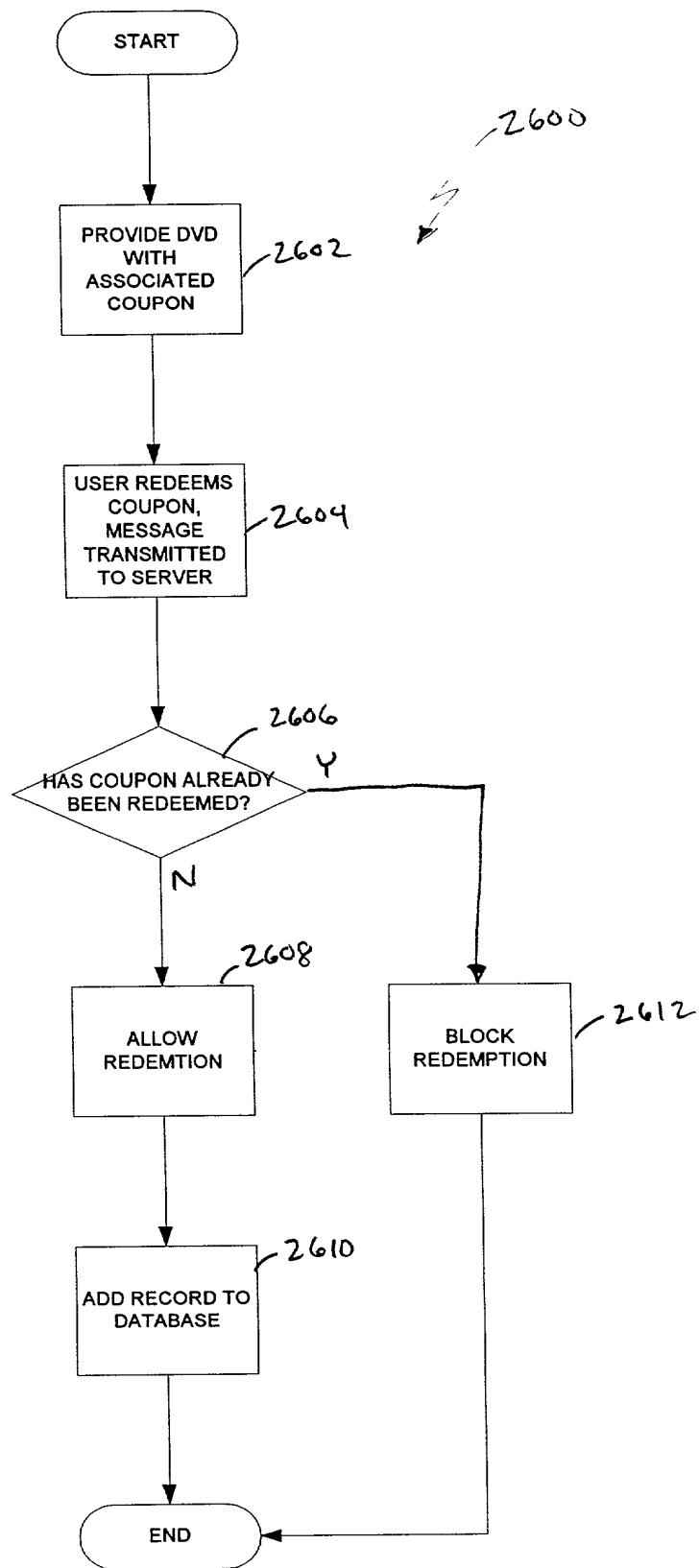


FIGURE 26